

| FORM 1449* OIPA INFORMATION DISCLOSURE STATEMENT IN AN APPLICATION <small>(Use several sheets if necessary)</small> | | | | Docket Number: 60027.0287US01/BS01342 | Application Number: 10/017,630 | |
|---|------------------|---------|------------------|--|-----------------------------------|---------------------------------|
| | | | | Applicant: Matz et al. | Filing Date: Dec. 14, 2001 | Group Art Unit: |
| <i>RECEIVED</i> <i>APR 10 2003</i> <i>GROUP 3601</i> | | | | | | |
| U.S. PATENT DOCUMENTS | | | | | | |
| EXAMINER INITIAL | DOCUMENT NO. | DATE | NAME | CLASS | SUBCLASS | PRIORITY DATE IF APPROPRIATE |
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| FOREIGN PATENT DOCUMENTS | | | | | | |
| | DOCUMENT NO. | DATE | COUNTRY | CLASS | SUBCLASS | TRANSLATION |
| | | | | | | YES |
| <i>JD</i> | EP1162840A2 | 12/2001 | Europe | | | |
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| OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.) | | | | | | |
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| EXAMINER | DATE CONSIDERED | 9/26/06 |
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Sheet 1 of 2

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|------------------------|--------------------------|
| Application Number | 10/017,640 |
| Filing Date | December 14, 2001 |
| First Named Inventor | MATZ, William R., et al. |
| Group Art Unit | Unassigned |
| Examiner Name | Unassigned |
| Attorney Docket Number | 36968-265387 |

U.S. PATENT DOCUMENTS

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**Date
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Sheet

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| Group Art Unit | Unassigned |
| Examiner Name | Unassigned |
| Attorney Docket Number | 36968-265387 |

**NON PATENT LITERATURE DOCUMENTS**

| Examiner Initials * | Cite No. ¹ | Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published. | T ² |
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Examiner Signature

Date Considered

2/12/03

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Sheet

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|------------------------|-------------------|
| Application Number | 10/017,640 |
| Filing Date | December 14, 2001 |
| First Named Inventor | William Matz |
| Group Art Unit | 3629 |
| Examiner Name | J. P. Ouellette |
| Attorney Docket Number | BLS01342 |

U.S. PATENT DOCUMENTS

| Examiner Initials * | Cite No. ¹ | U.S. Patent Document | | Name of Patentee or Applicant of Cited Document | Date of Publication of Cited Document MM-DD-YYYY | Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear |
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| Examiner Signature | /Jonathan Ouellette/ <i>[Signature]</i> | Date Considered | 09/26/2006 |
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| Substitute for Form 1449A/PTO | | Complete If Known | |
| INFORMATION DISCLOSURE STATEMENT BY APPLICANT | | Application Number | 10/017,640 |
| (use as many sheets as necessary) | | Filing Date | December 14, 2001 |
| | | First Named Inventor | William Matz |
| | | Group Art Unit | 3829 |
| | | Examiner Name | J. P. Ouellette |
| | | Attorney Docket Number | BS01342 |
| Sheet | 1 | of | 1 |

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9/26/06

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Sheet 1 of 1

| Complete If Known | |
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| Application Number | 10/017,640 |
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| First Named Inventor | William Matz |
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| Examiner Name | J. P. Ouellette |
| Attorney Docket Number | BS01342 |

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INFORMATION DISCLOSURE STATEMENT BY APPLICANT

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| Application Number | 10/017,640 |
| Filing Date | December 14, 2001 |
| First Named Inventor | William Matz |
| Group Art Unit | 3829 |
| Examiner Name | J. P. Ousillette |
| Attorney Docket Number | BS01342 |

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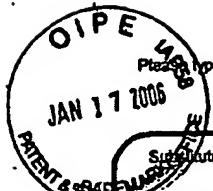
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INFORMATION DISCLOSURE STATEMENT BY APPLICANT

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| Submit this form 1449A/PTO | | Application Number | 10/017,640 |
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| | | Charu C. Aggarwal, Joel L. Wolf, and Philip S. Yu, "A Framework for the Optimizing of WWW Advertising," IBM T. J. Watson Research Center, Yorktown Heights, New York | |
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